



Model Kirsty Hume shows off the best urban-resort choices—and her own dramatic new look. Plum Sykes witnesses the shearing of Hume's famous mane. Photographed by Michael Thompson.









MERCURY MILAN LOOK BOOK
Photo styles



Look Book Functionality

Rotation:

- Every vehicle scene can be rotated horizontally 360°.
- Every vehicle 360° is from a fixed beltline view.
- Floating copy should be visible in every 360° scene. This would include fashion credits, headlines, etc.
- Fashion credits should be hot linked to fashionable elements within the scene, including fashionable features on the car.
- Upon click of a hot-linked credit, the scene will rotate to a predetermined vantage point and zoom in on the feature.



Look Book Functionality

Rotation:

- Upon Rotation, some visible dimensionality would change from 3D to 2D. For example, the model, elements in the scene, and car might collapse to 2D upon rotation and zoom to further draw attention to a 3D highlighted feature, like the seats.



Look Book Functionality

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Look Book Functionality

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Look Book Functionality

Rotation:

- Upon ZOOM, some visible dimensionality would change from 3D to 2D. For example, the model, elements in the scene, and car might collapse to 2D upon rotation and zoom to further draw attention to a 3D highlighted feature, like the seats.

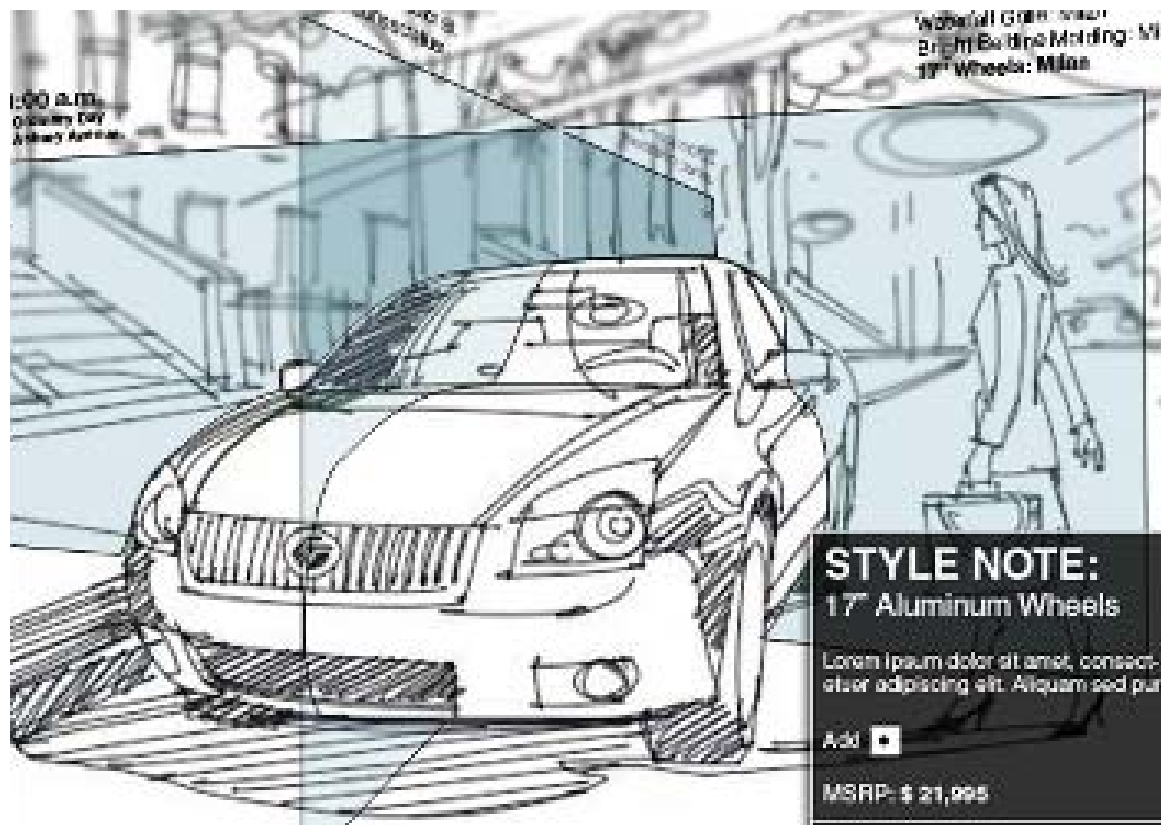


Look Book Functionality

Rotation:

- If something such as a link to a shirt is clicked, the scene would rotate to put more focus on the model and his/her shirt.

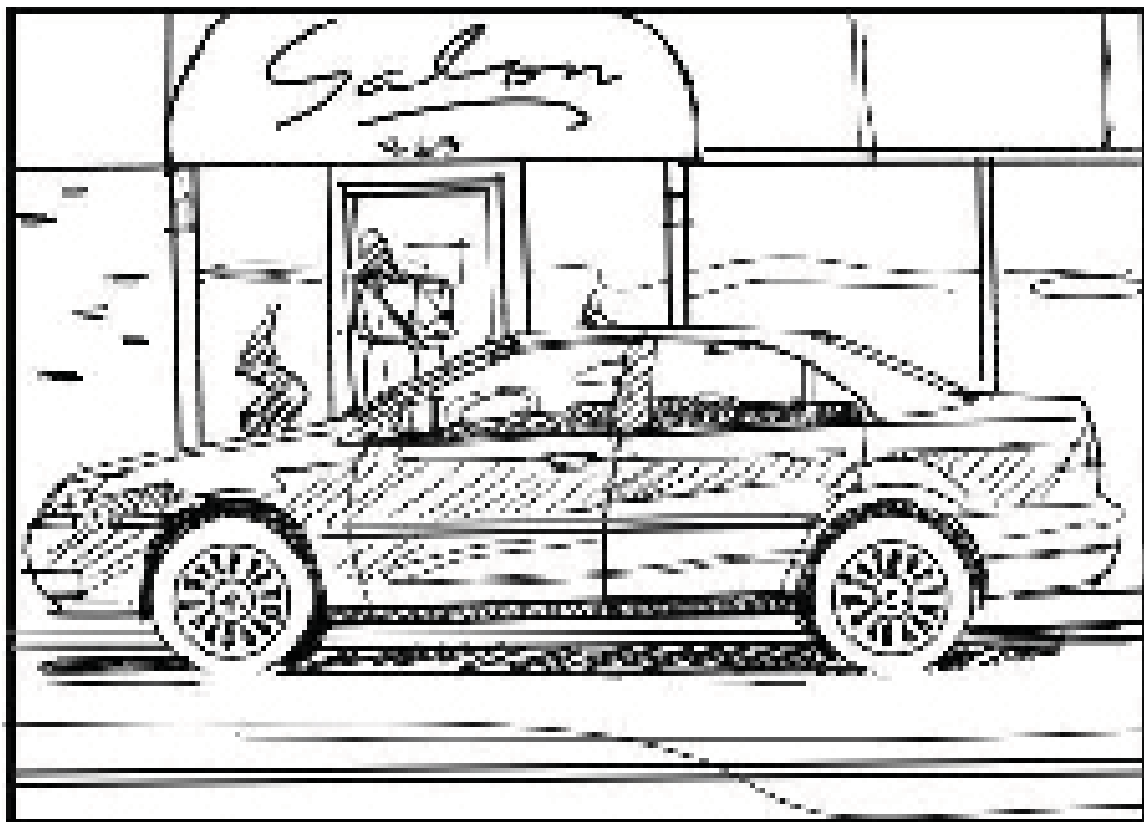




Look Book Functionality

Rotation:

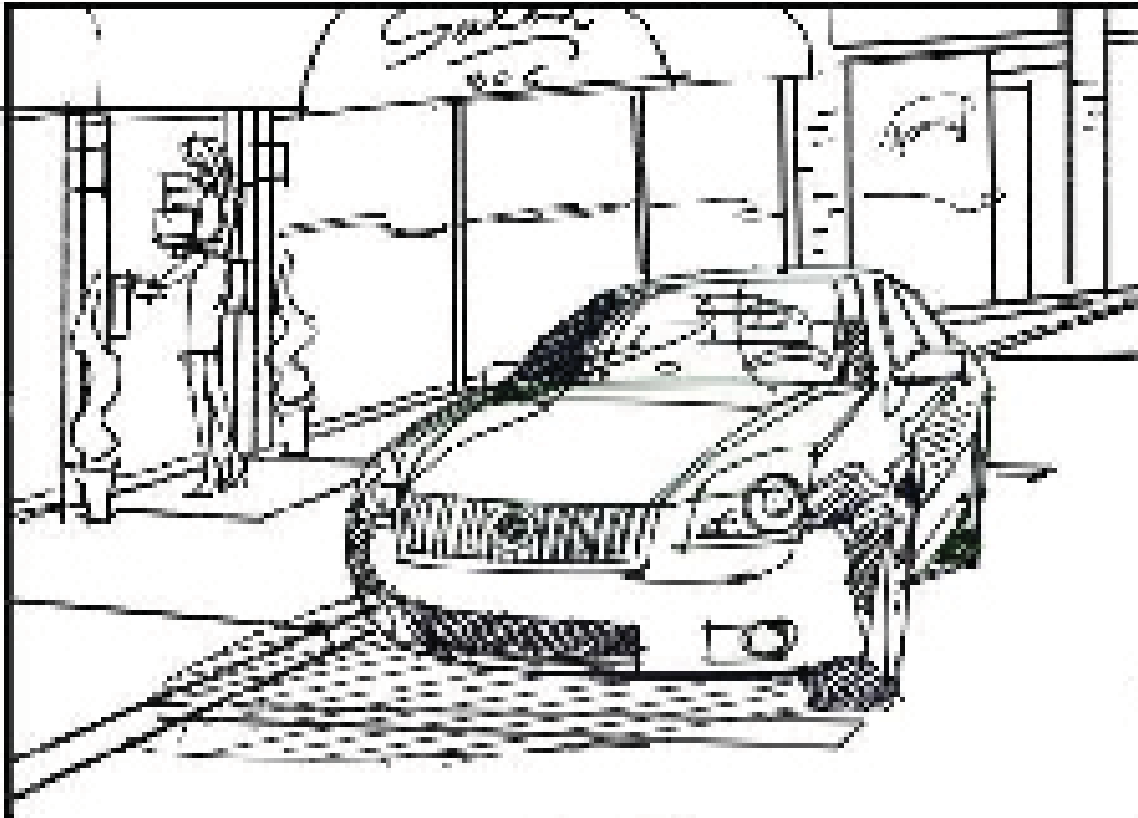
- Also upon zoom, an overlaid style note would appear. The style note would have a short description of the feature with a link to more information in the brand site. Additionally, there will be links to transactional experiences in the brand site.
- User would be able to close the style note to return to basic 360° view.



Milan 1st Moment
Opening Frame:

OVERVIEW – Milan exterior shot of a woman opening her boutique with the Milan parked at the curb. User spins scene to discover the woman has her hands full and is on her cell phone. She just missed a call and is checking for voicemail. Morning

ESTABLISHING SHOT – Milan exterior profile shot with Milan in the foreground. A woman with her back to the camera is seen at the door of boutique/salon.



Milan 1st Moment
Second Frame:

Rotation Cont'd



Milan 1st Moment

Third Frame:

180 SHOT – Milan exterior profile shot from the inside of the boutique/salon. The woman is in the foreground and seen through the glass of the shop's front door. At this point, the user can see her hands are full and she is on her cell phone. The Milan is parked at the curb behind her.



STYLE NOTE:
Mercury Milan Premier V-6

AVAILABLE COLORS:
Metallic Clearcoat Metallic

MSRP: \$33,300

FIND OUT MORE **FIND A DEALER**

The advertisement features a background image of a Mercury Milan Premier V-6. A circular inset on the left shows a close-up of the 14-spoke aluminum wheel. A color palette is displayed in the center, with the red color swatch highlighted by a white border. The text is overlaid on a dark, semi-transparent background.

Milan 1st Moment

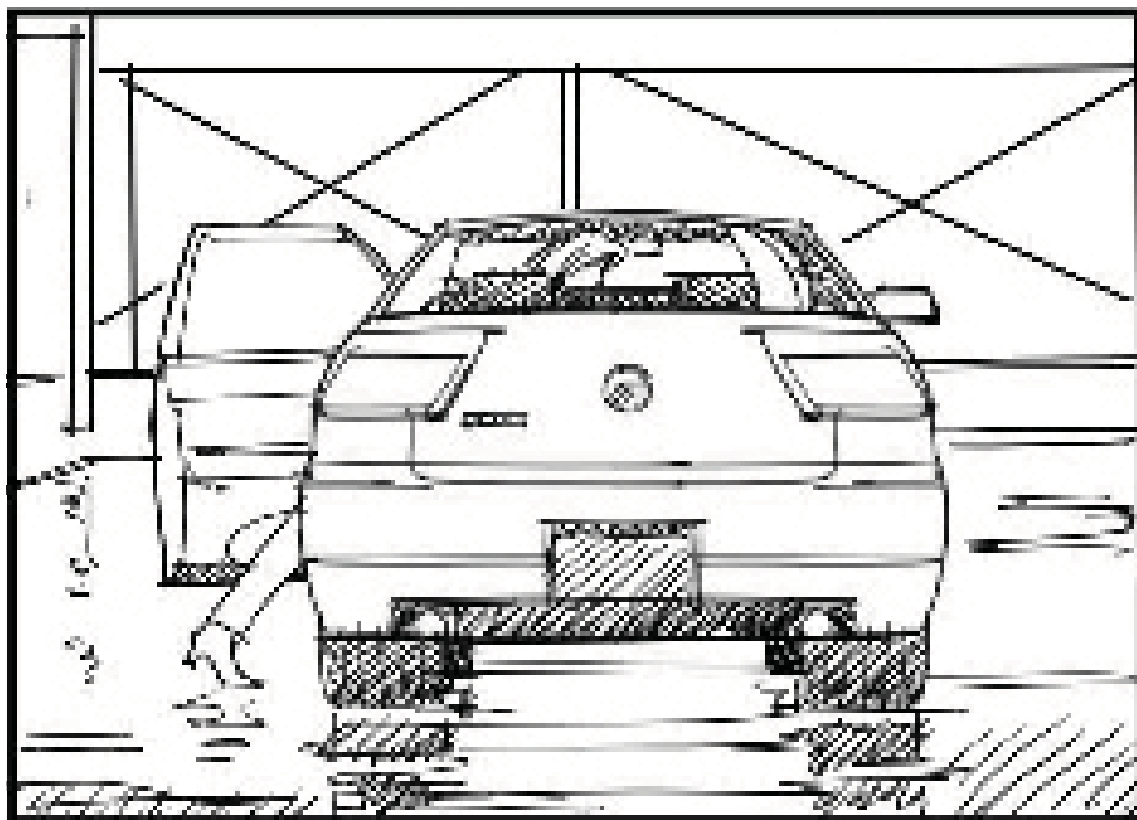
Feature Zoom Example:

HIGHLIGHTED FEATURES:

- Colors
- Bright beltline
- 17" aluminum, 14-spoke wheels

MODEL:

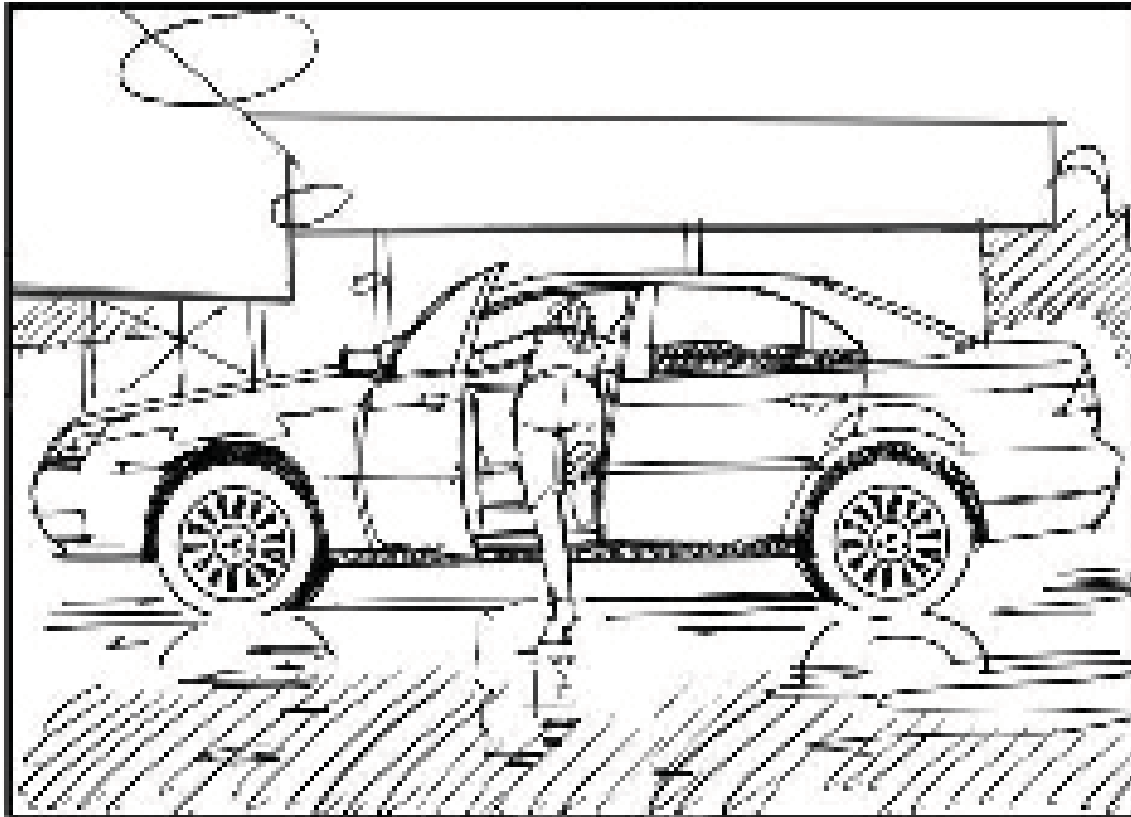
- Shirt
- Skirt
- Bag
- Shoes



Milan 2nd Moment
Opening Frame:

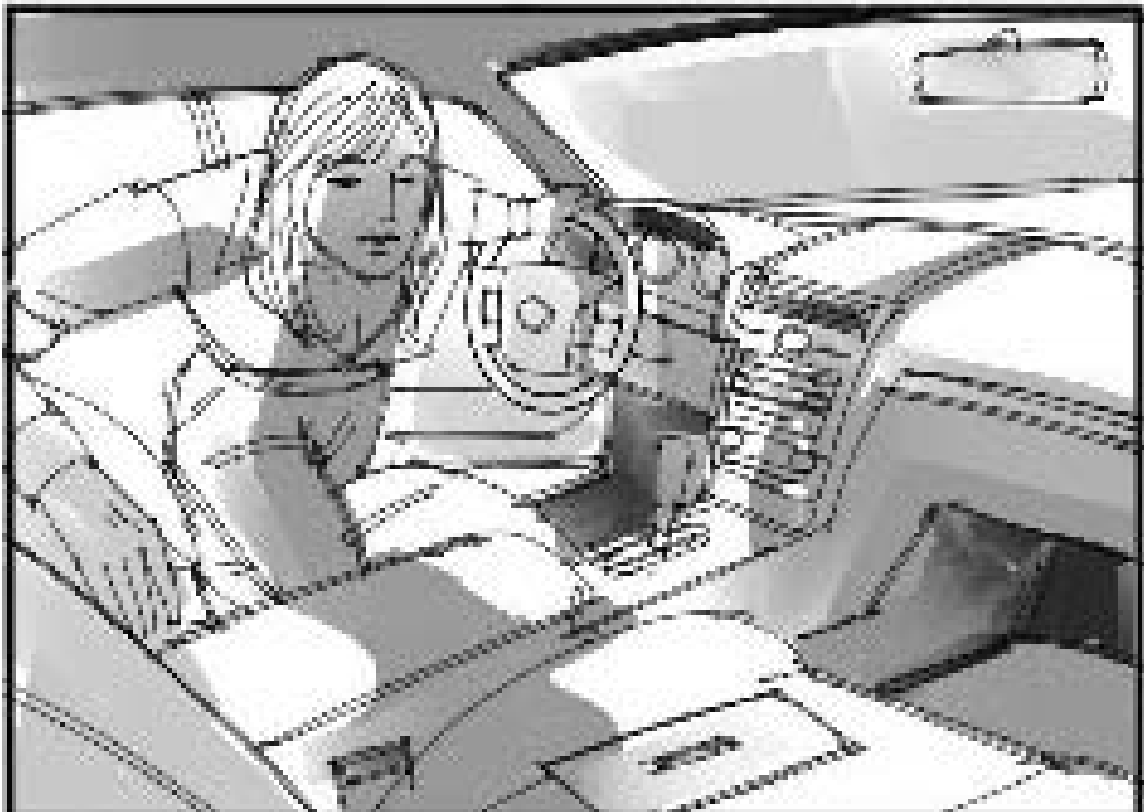
OVERVIEW – Milan exterior/interior shot of the lady reaching into her driver side to grab a letter that has been placed on her passenger seat. You will be able to also see the exterior of the car when the user turns the shot around and see the girl reaching in the car from the other side. Evening

ESTABLISHING SHOT – Milan exterior shot of rear of Milan with driver's side door open. Woman's leg is visible as she is climbing in and reaching across front seat.



Milan 2nd Moment
Second Frame:

Rotation cont'd



Milan 2nd Moment

Third Frame:

180 SHOT – As the user rotates the 180° shot, the scene transitions to an interior shot with perspective from the front dash area. Close-up profile of woman, her arm reaching across to the passenger seat and into the backseat is seen. The real moment of discovery comes in the next rotation (approximately 270°-285°) when the user can see the woman head-on as she reaches for the letter lying on the passenger seat.



Milan 2nd Moment
Feature Zoom Example:

HIGHLIGHTED FEATURES:

- Audiophile Sound System
- Two-tone leather-trimmed seats with contrasting stitching
- Satin-aluminum interior and exterior accents

MODEL:

- Shirt
- Pants
- Shoes



Milan 3rd Moment
Opening Frame:

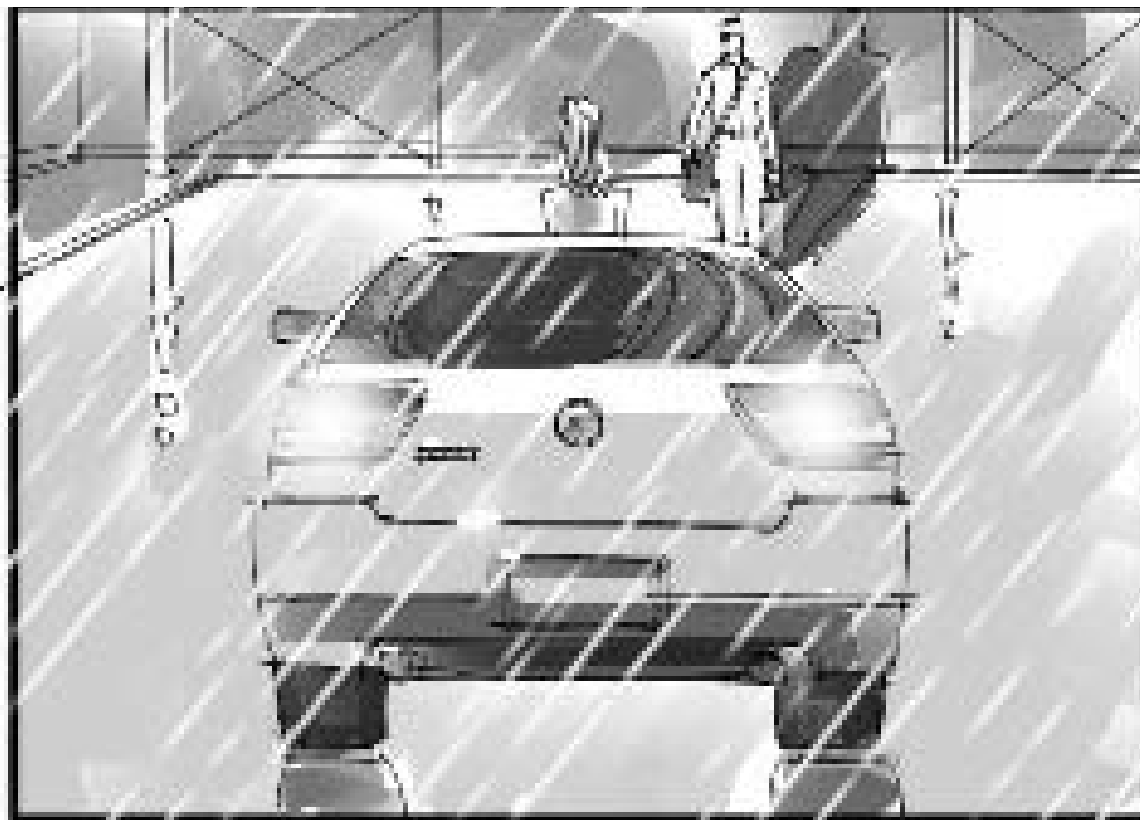
OVERVIEW – Milan exterior shot of the girl standing in front of her Milan with the headlights on. It is raining, misty or foggy. There is a man standing in front of her. The headlights are focused on him. He is holding some bags to imply he is leaving and she is trying to stop him. Night

ESTABLISHING SHOT – Milan exterior front shot with girl standing dead-center in front of the Milan, facing the camera. Headlights are on and slightly drowning out the image of the Milan.



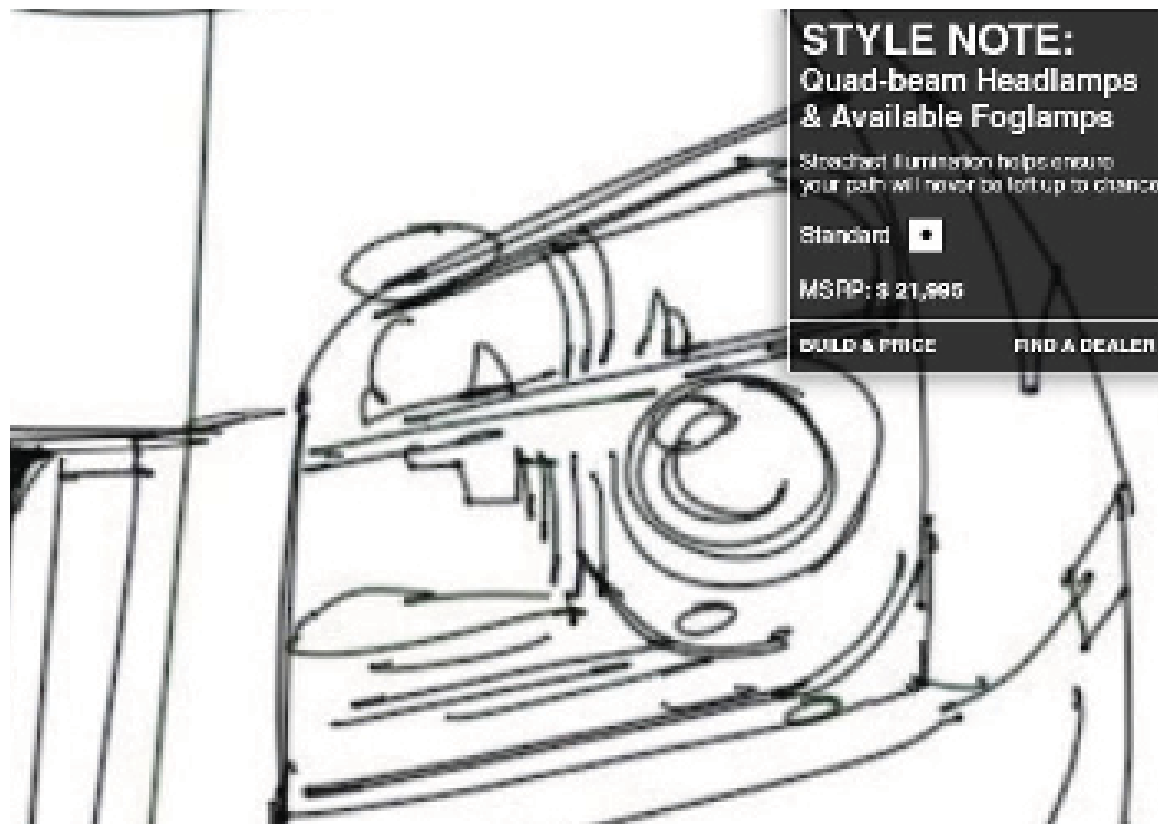
Milan 3rd Moment
Second Frame:

180 SHOT – User rotates scene with the woman and car as the pivot. Exterior rear shot of Milan in foreground with lighting package on. You can see a silhouette of the woman facing away from the camera while standing in front of the Milan.



Milan 3rd Moment
Third Frame:

In front of her, facing the camera and the Milan, is a man with bags in hand.



Milan 3rd Moment
Feature Zoom Example:

HIGHLIGHTED FEATURES:

- Quad halogen headlights and foglamps

- LED taillamps
- AWD

MODEL:

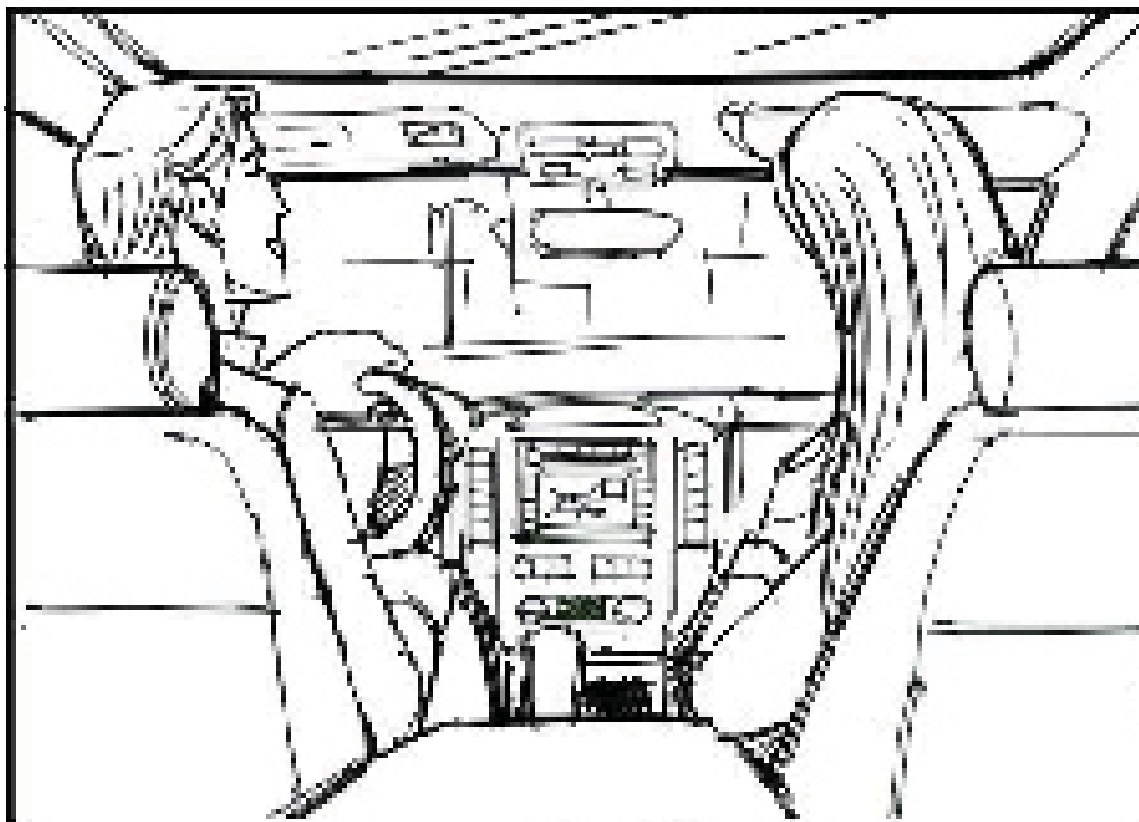
- Dress
- Bag
- Men's Shirt
- Pants



Mariner 1st Moment
Opening Frame:

OVERVIEW – Mariner interior shot that opens on a woman sitting in the passenger seat of the Mariner. She is taking a deep breath and looks really nervous. She's looking at her long hair. The user spins the scene around and discovers that she is parked in front of a salon. There is a man sitting in the driver's seat looking at her. Late Morning

ESTABLISHING SHOT – Interior Mariner shot from the dash, facing the couple and looking into the back seat of the Mariner. The couple is the focus.



Mariner 1st Moment
Second Frame:

180 SHOT – User rotates 180° within the interior to view the front seats from the cargo area of the Mariner.



Mariner 1st Moment
Third Frame:

At about 240°-270°, the rotation transitions to the exterior and shows the Mariner is parallel parked in front of a hair salon.



Mariner 1st Moment
Feature Zoom Example:

HIGHLIGHTED FEATURES:

- Audiophile Sound System with Satellite Radio
- Leather seats with preferred suede inserts

MODEL:

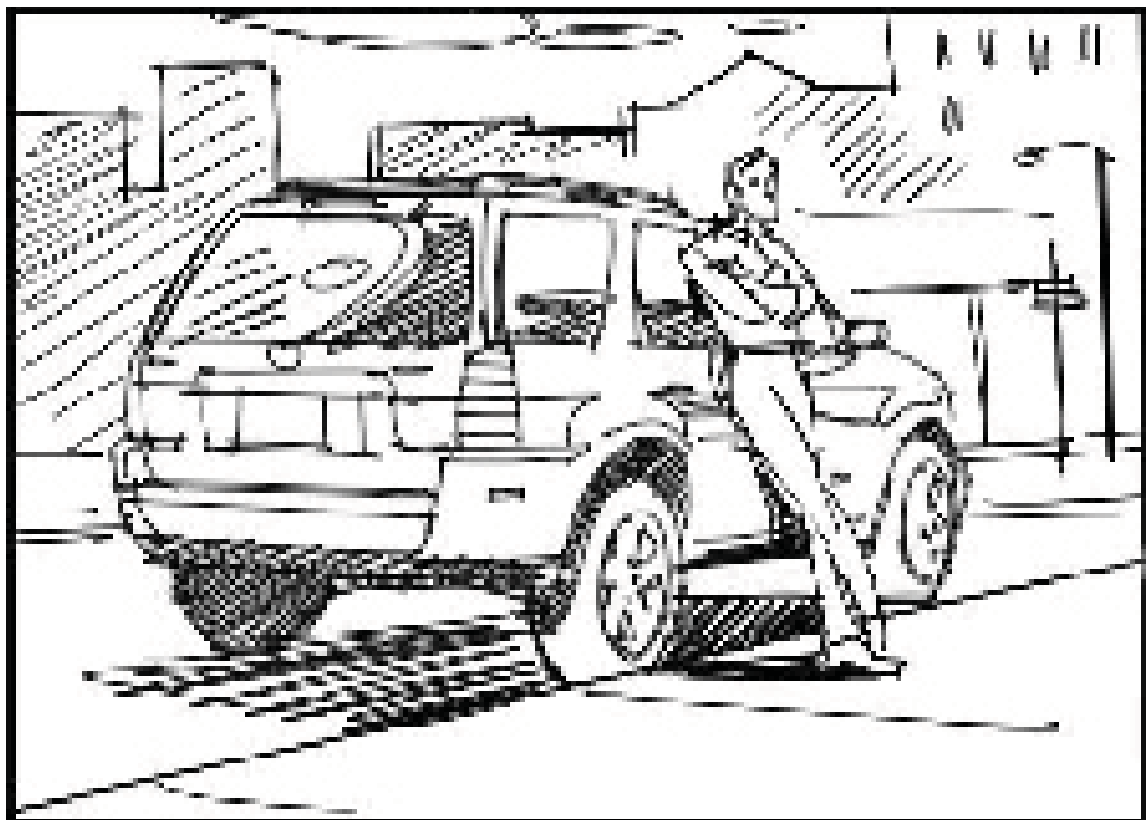
- Women's shirt
- Men's Shirt



Mariner 2nd Moment
Opening Frame:

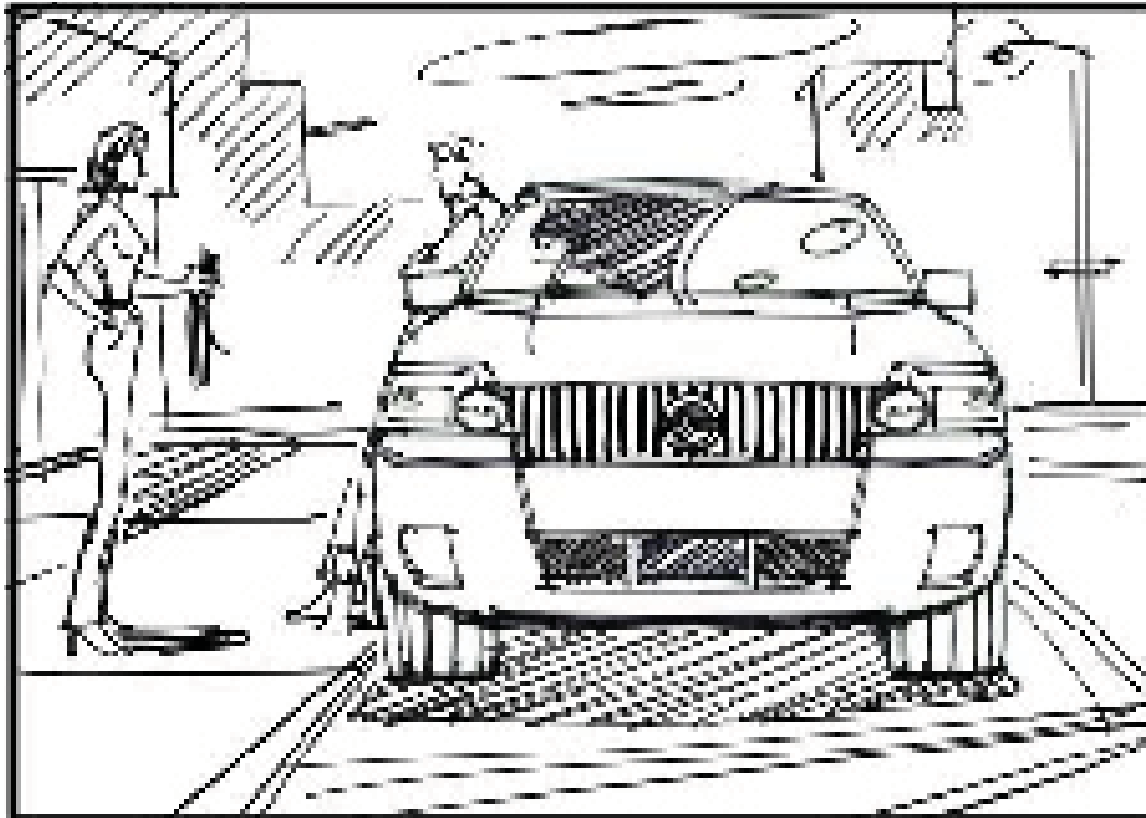
OVERVIEW – Mariner exterior shot that opens on the back same lady leaving the salon with a very short haircut. The user spins the scene around and discovers that she is holding her freshly cut ponytail. The Man is waiting for her leaning against the car. He is facing her. Early Afternoon

ESTABLISHING SHOT – Mariner exterior profile shot that opens from the woman's viewpoint with the Mariner at the curb in front of her. We are seeing this shot as if through her eyes. The man is leaning against the vehicle.



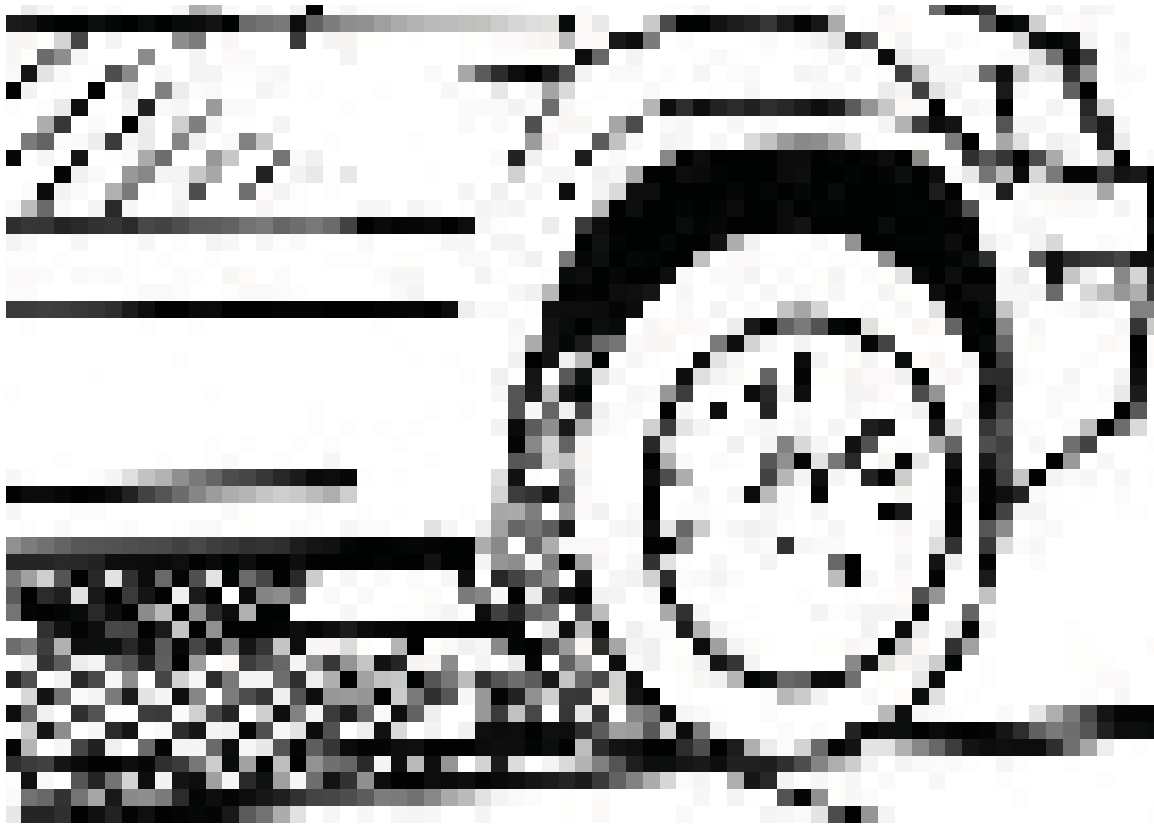
Mariner 2nd Moment
Second Frame:

Rotatation Cont'd



Mariner 2nd Moment
Third Frame:

180 SHOT – Mariner exterior profile from the other side of the Mariner that shows the woman holding her freshly cut ponytail as she approaches the vehicle. As the user rotated around the scene, they would also get nice views of the front and rear of the Mariner, as well as profile shots of the man and woman.



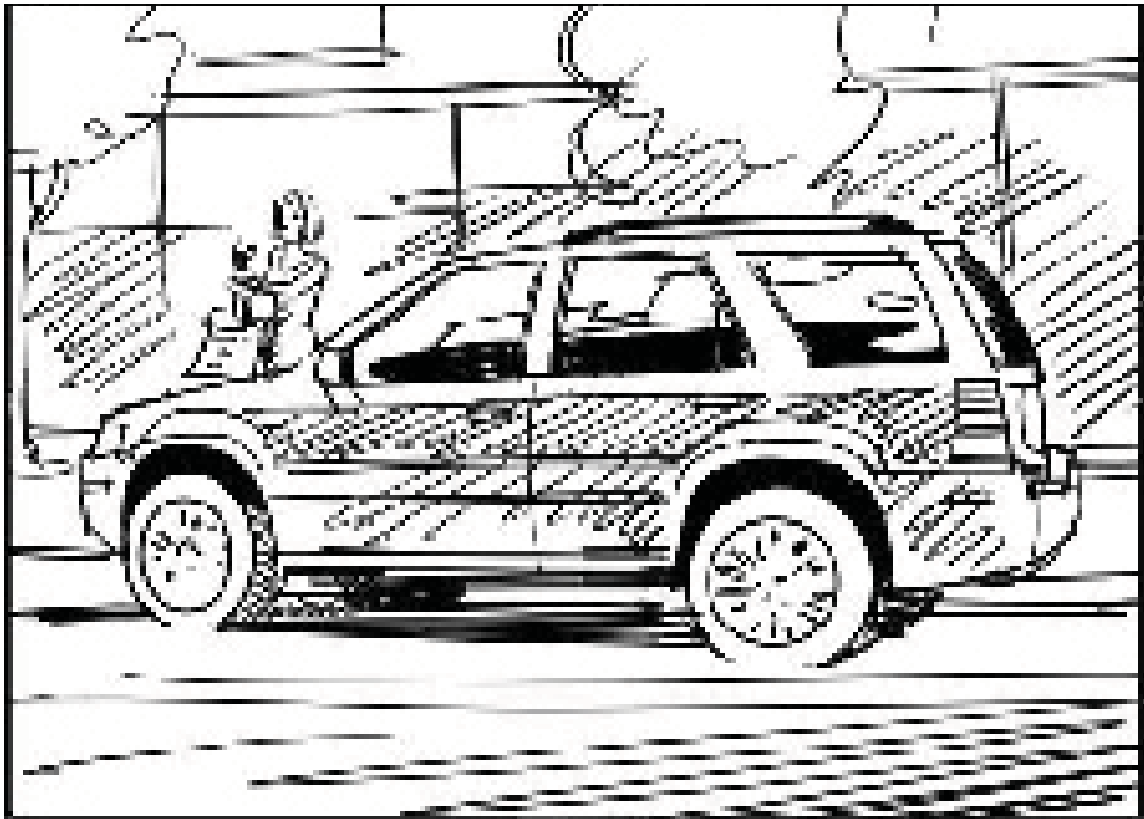
Mariner 2nd Moment
Feature Zoom Example:

HIGHLIGHTED FEATURES:

- Wheels
- Colors
- Moonroof

MODEL:

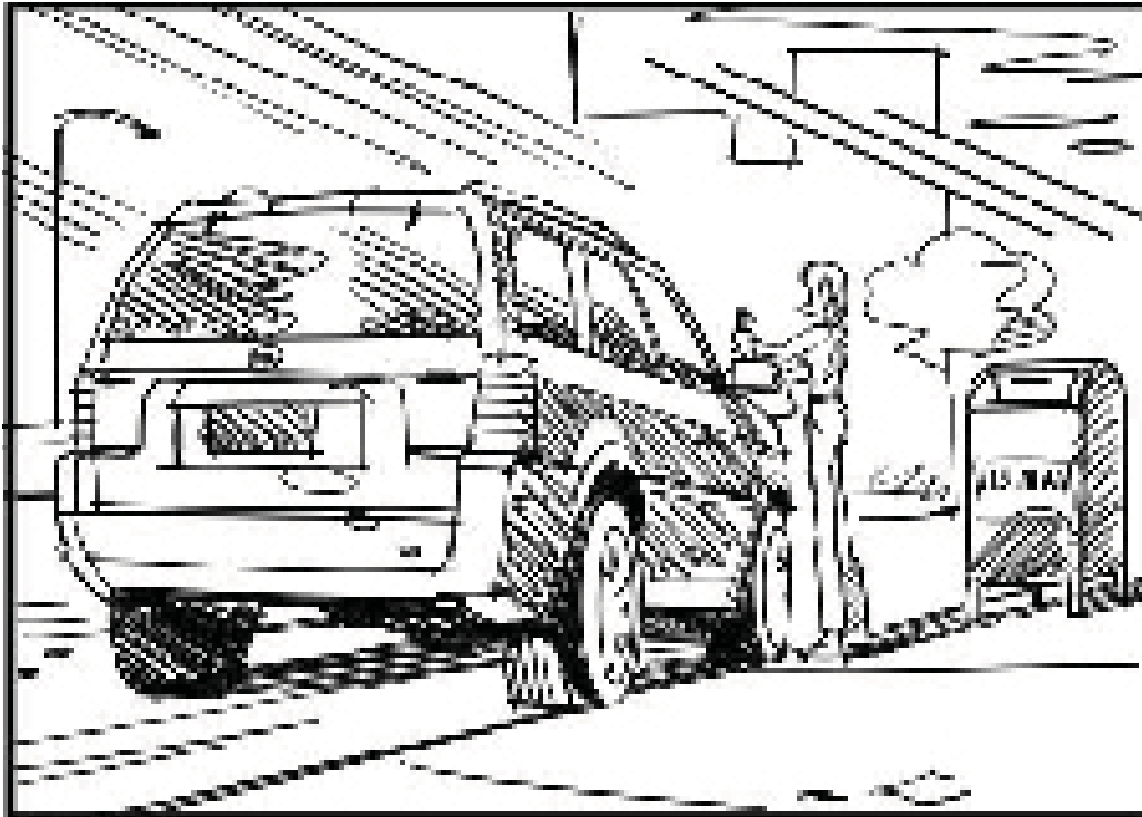
- Men's Jeans
- Men's Shirt
- Men's Shoes



Mariner 3rd Moment
Opening Frame:

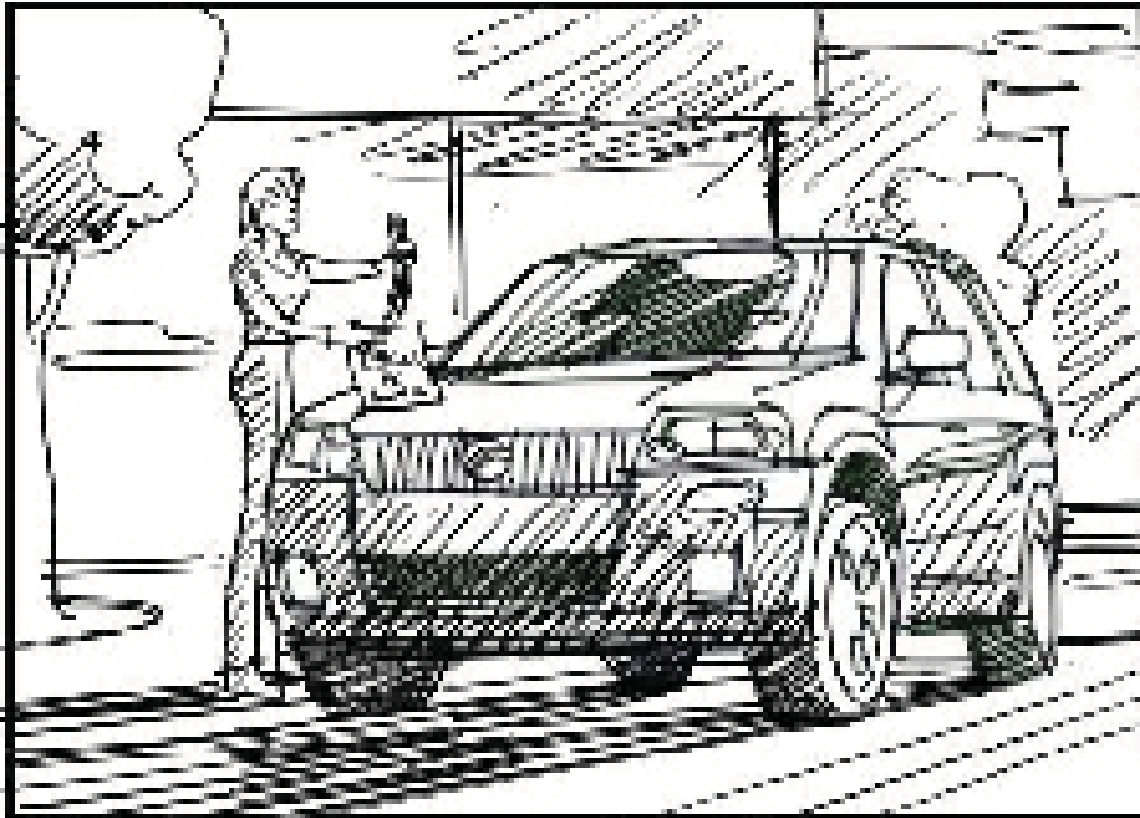
OVERVIEW – Mariner exterior shot woman dressed in yoga attire in front of her Mariner. She's headed to a post office box on a nice urban street. A spice store and other interesting boutiques may be visible in the background. The User spins the scene around and discovers that she is putting her freshly cut ponytail into an envelope addressed to the Locks of Love donation center. Early Evening

ESTABLISHING SHOT – Three-quarter rear, exterior shot of the Mariner parked on the street. Woman is obscured by vehicle but can be seen curbside at the front of the Mariner (near front passenger wheel).



Mariner 3rd Moment
Second Frame:

Rotation Cont'd



Mariner 3rd Moment
Third Frame:

180 SHOT – User rotates to front, three-quarter, exterior shot to reveal the woman is placing her ponytail in an envelope and there is a mailbox at the curb near the Mariner.



Mariner 3rd Moment
Feature Zoom Example:

At zoom on the grille, the user would be able to see the envelope is labeled to Locks of Love.

HIGHLIGHTED FEATURES:

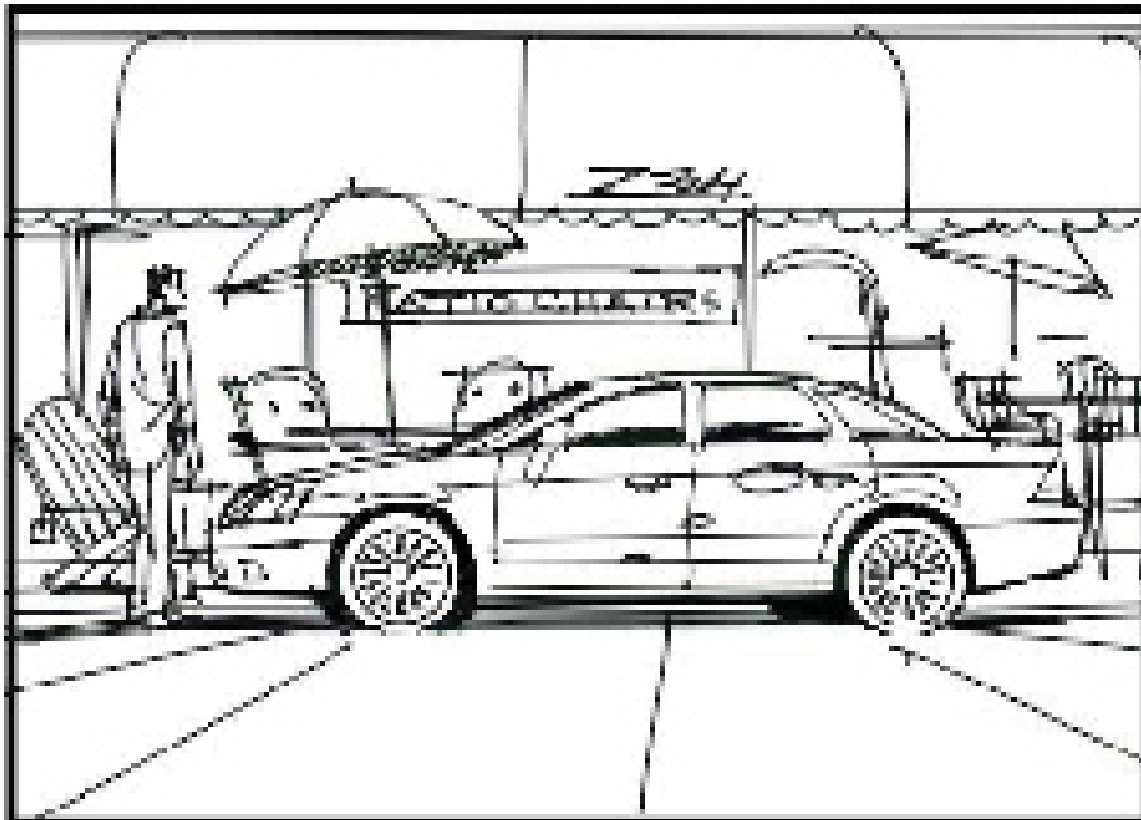
- **Waterfall Grille**
- **Lightning package**
- **Satin Aluminum fascias and accents**

MODEL:

- **Yoga Top**
- **Yoga Bottom**
- **Locks of Love envelope**



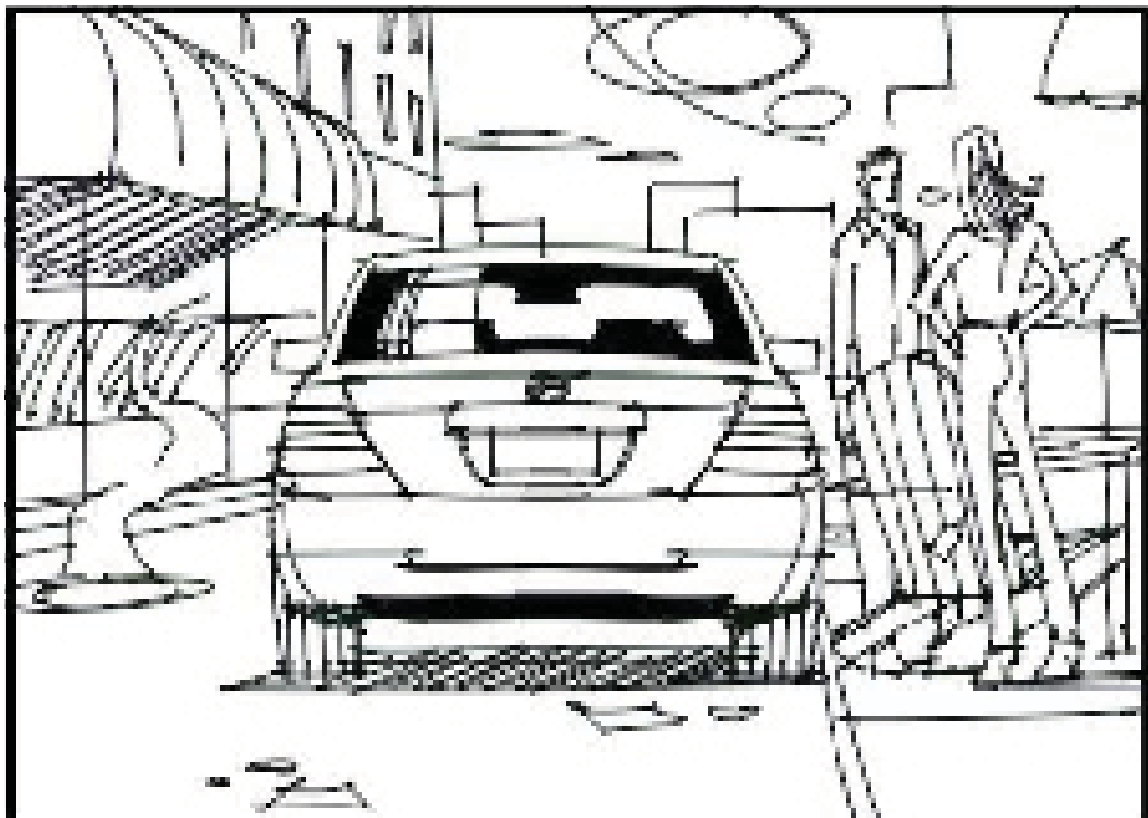
MERCURY MONTEGO LOOK BOOK "Unexpected"



Montego 1st Moment *Opening Frame:*

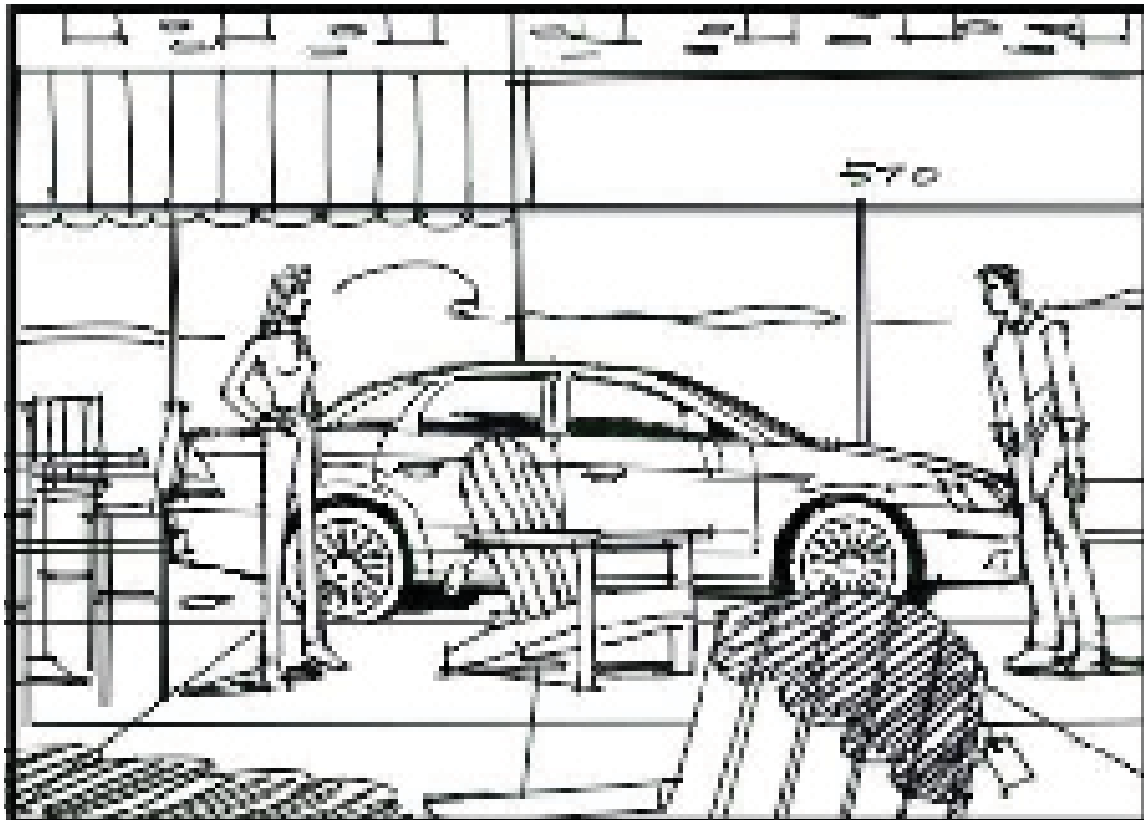
OVERVIEW – Montego exterior shot of a gentleman walking into an outside modern home furnishing store. He has found that Adirondack chair he has been searching for. The user spins the scene around and discovers that not only has the chair caught his eye, but also he has caught the eye of the very stylish sales woman. Morning

ESTABLISHING SHOT – Montego exterior three-quarter front shot with a man walking around the front of the vehicle and towards a chair sitting in front of an indoor/outdoor home furnishings store. The point-of-view is from inside the store, either through the store-front glass or through an open door. The chair is in the foreground with the man staring at the camera/chair and the Montego parked behind the man.



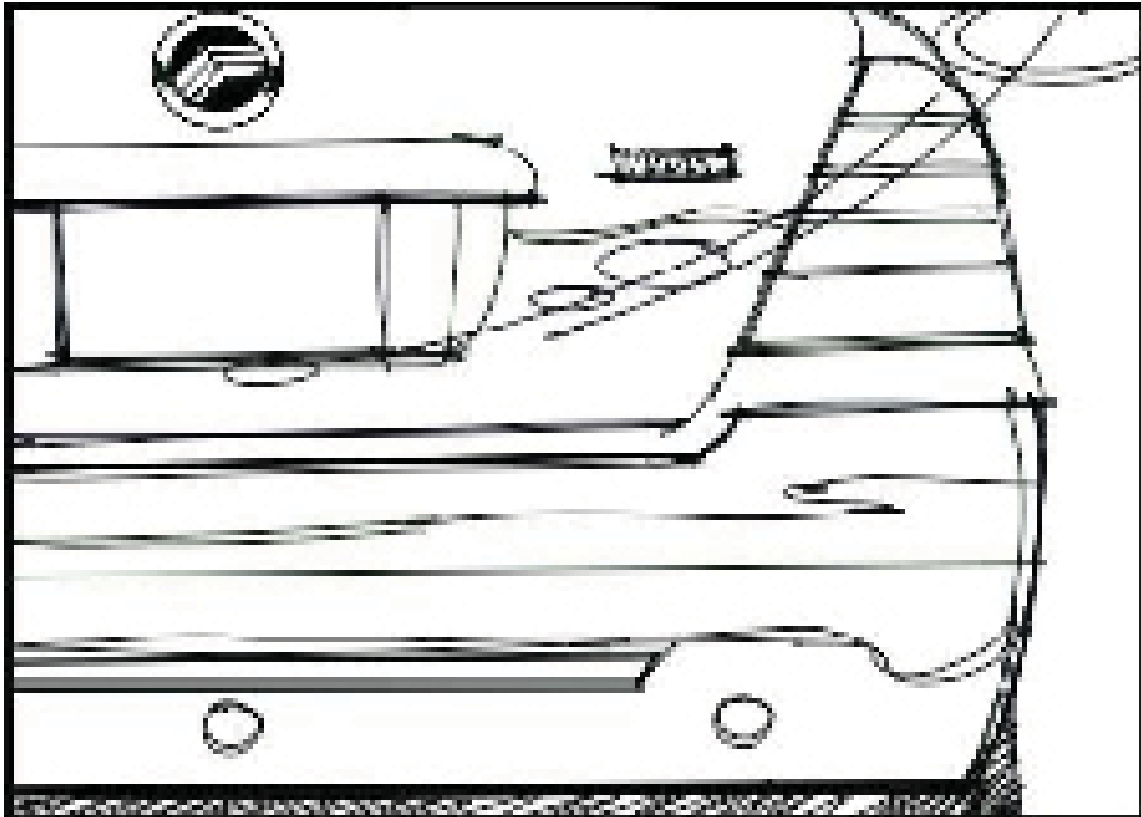
Montego 1st Moment
Second Frame:

Rotation Cont'd



Montego 1st Moment
Third Frame:

180° SHOT – The user spins the scene 180° with the Montego and man at the pivot point, so the user can see what the man is looking at. Montego three-quarter rear view in the foreground with the man on the sidewalk in front of the car, looking towards the chair he wants, but the user can also see the saleswoman, who is inside the store, is staring directly at him.



Montego 1st Moment
Feature Zoom Example:

HIGHLIGHTED FEATURES:

•Reverse Sensing System

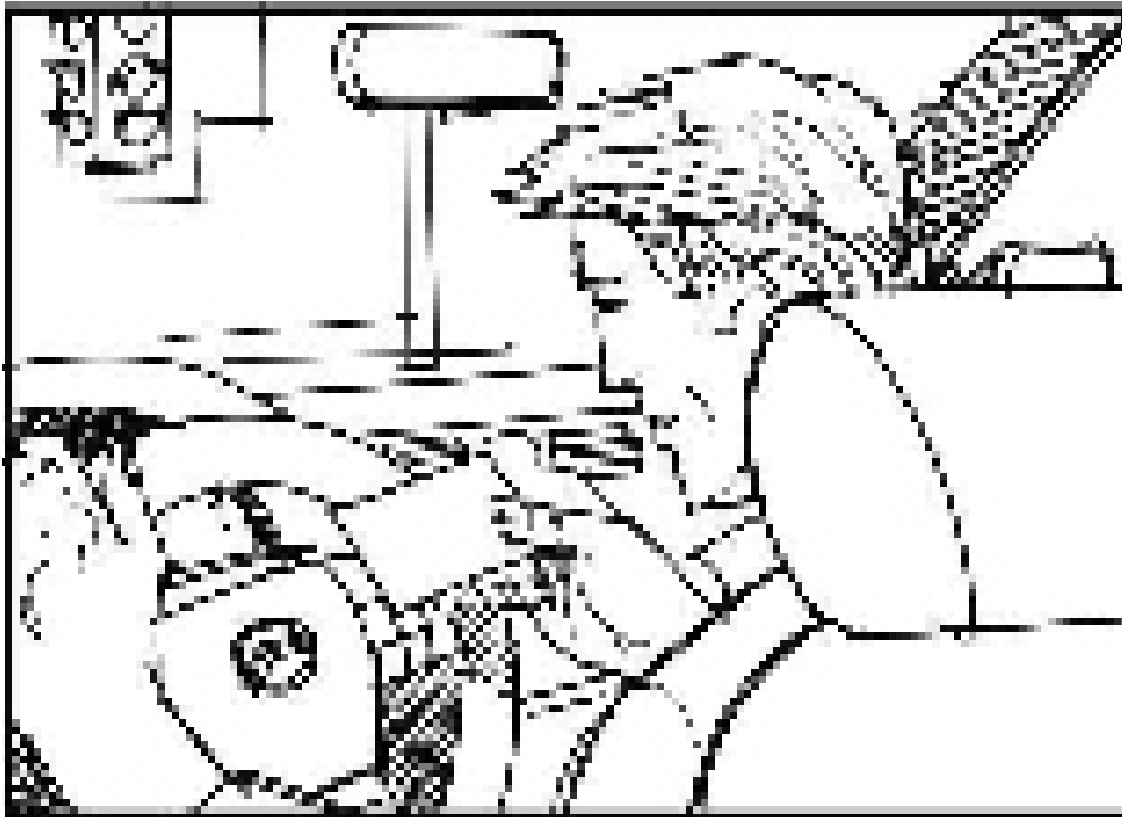
- 18" wheels
- Grille

MODEL:

- Men's Jacket
- Men's Jeans
- Chair



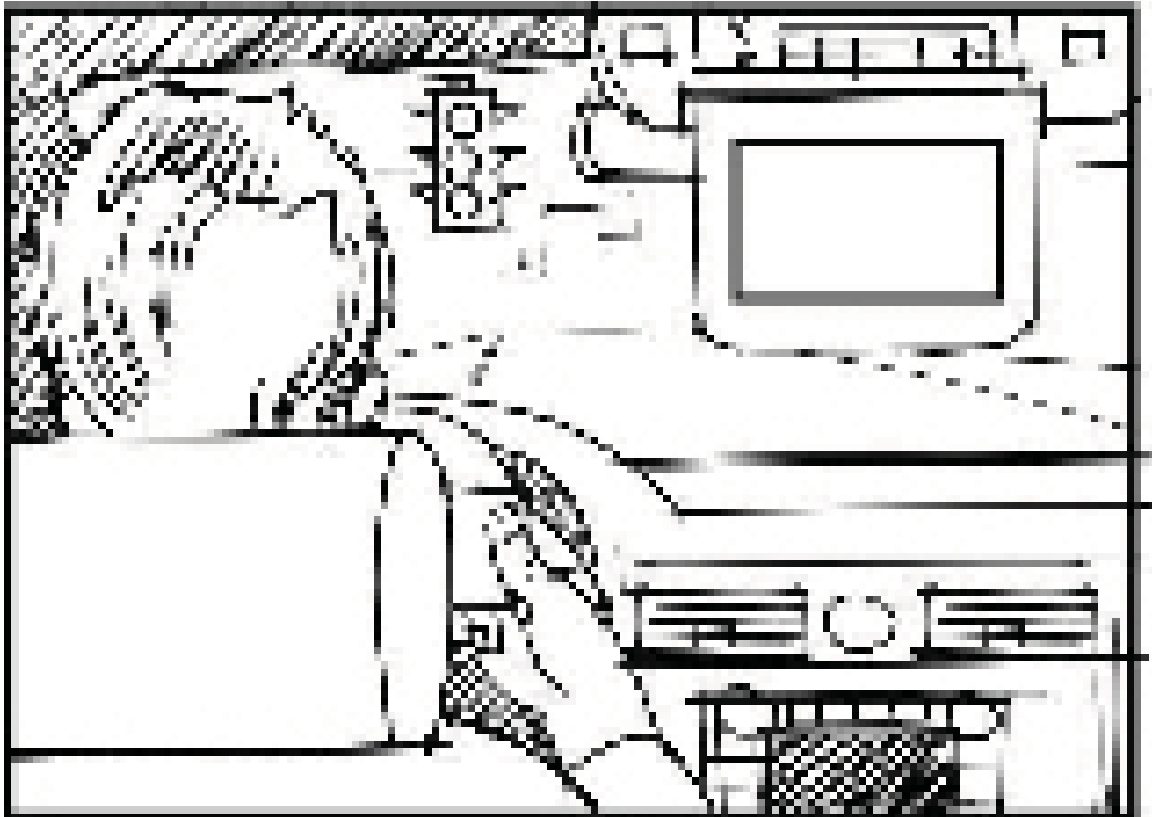
MERCURY MONTEGO LOOK BOOK
"Unexpected"



Montego 2nd Moment
Opening Frame:

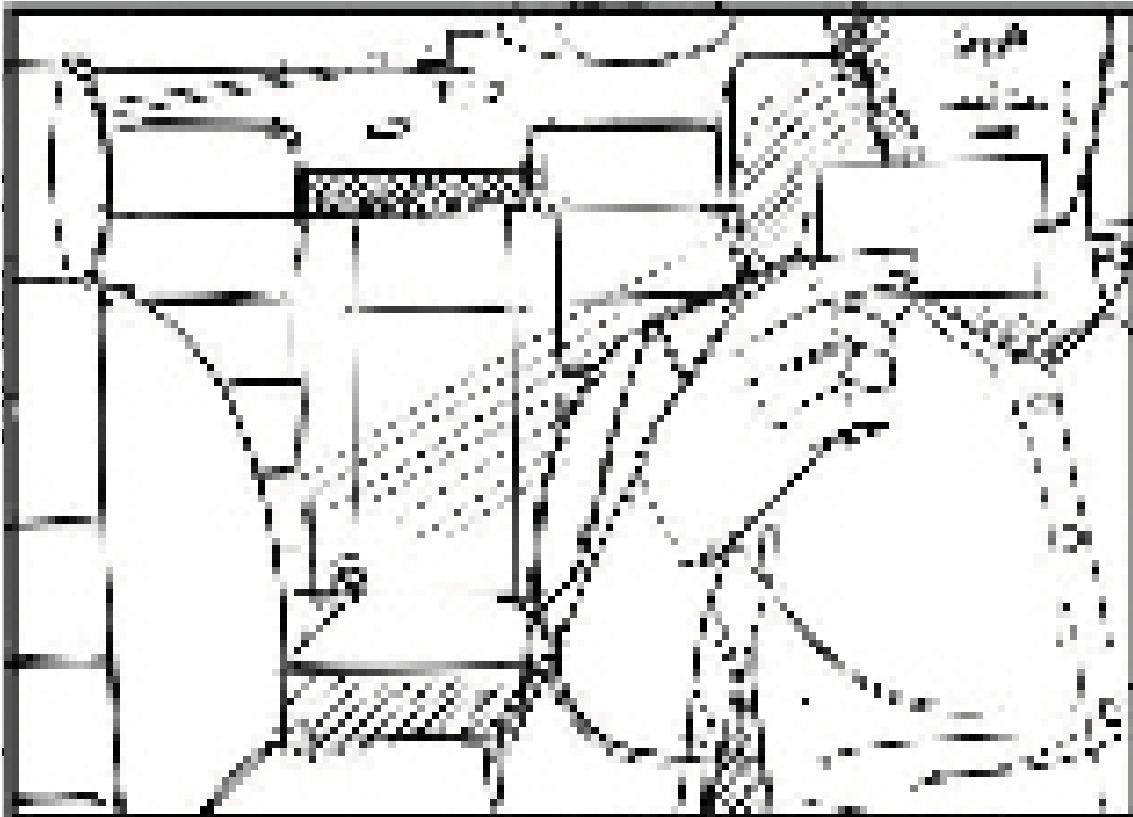
OVERVIEW – Montego interior shot of the gentleman sitting in his car at a red light. He is looking at the receipt of his newest purchase. The user spins the scene around and discovers that the sales woman has written down her telephone number on the back of the receipt. Afternoon

ESTABLISHING SHOT – Montego exterior tight front shot through the windshield. Can see man from furniture store sitting in his Montego, examining a business card from the saleslady.



Montego 2nd Moment
Second Frame:

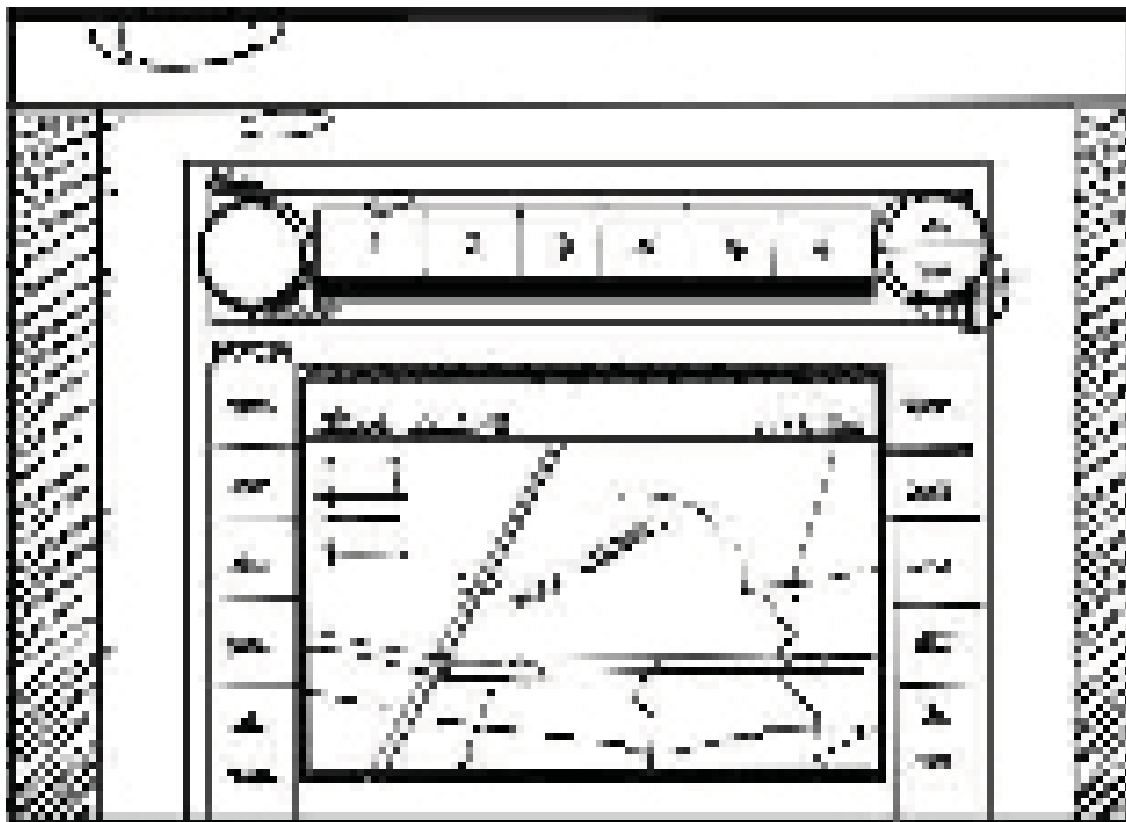
180° SHOT – The user spins the scene 180° and transitions to the an interior shot from the backseat of the Montego, giving the user a full view of the front console, DVD player and audio system.



Montego 2nd Moment

ThirdFrame:

A note from the saleslady can be read on the back of her card. It can also be seen that the man is sitting at a red light.



Montego 2nd Moment
Feature Zoom Example:

FEATURE HIGHLIGHTS:

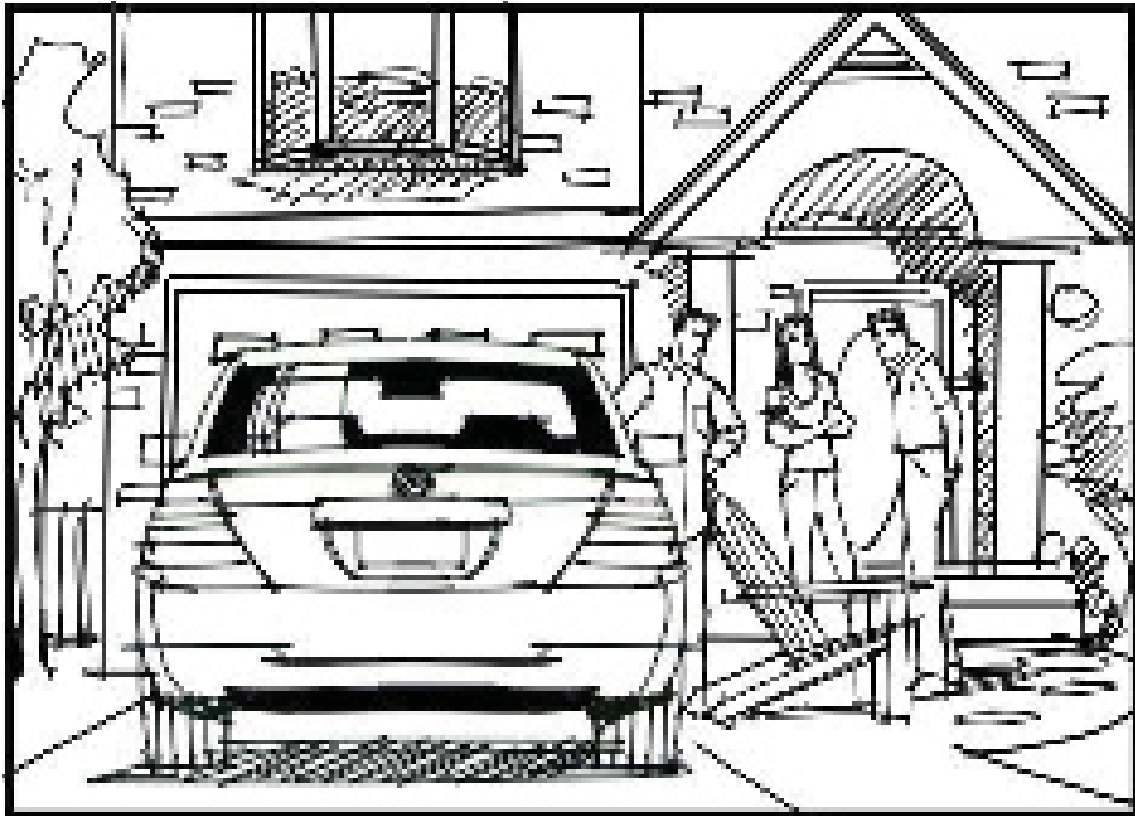
- DVD Navigation System
- Rear Seat DVD Entertainment System
- Two-Tone Leather-trimmed Seats

MODEL:

- Shirt
- Camera on the seat



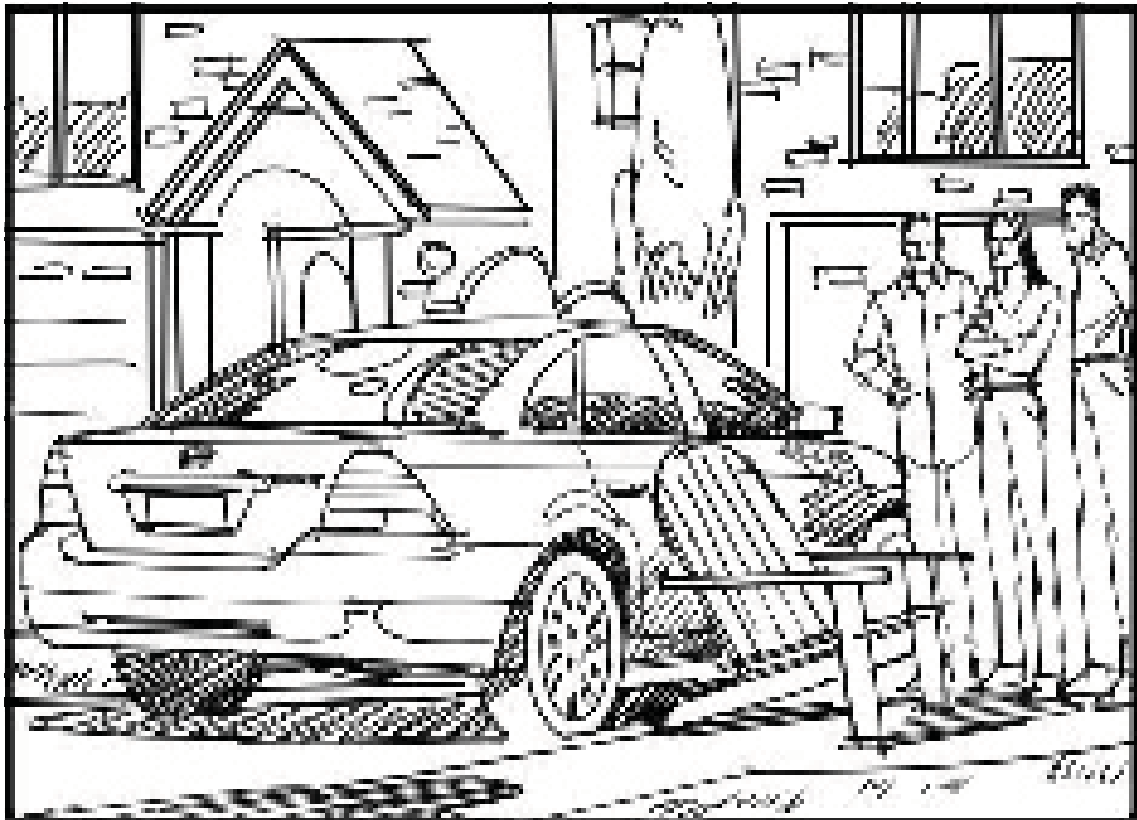
MERCURY MONTEGO LOOK BOOK
"Unexpected"



Montego 3rd Moment
Opening Frame:

OVERVIEW – Montego exterior shot of the gentleman and another couple are standing outside of his home. They seem to be admiring the Adirondack chair he had just purchased. The user turns the scene around and realizes that they are greeting the saleswoman who has been invited to the gentleman's dinner party. Evening

ESTABLISHING SHOT – Montego exterior rear shot with the new chair sitting beside the car with the man and a couple seemingly discussing the chair. They are standing in front of his home.

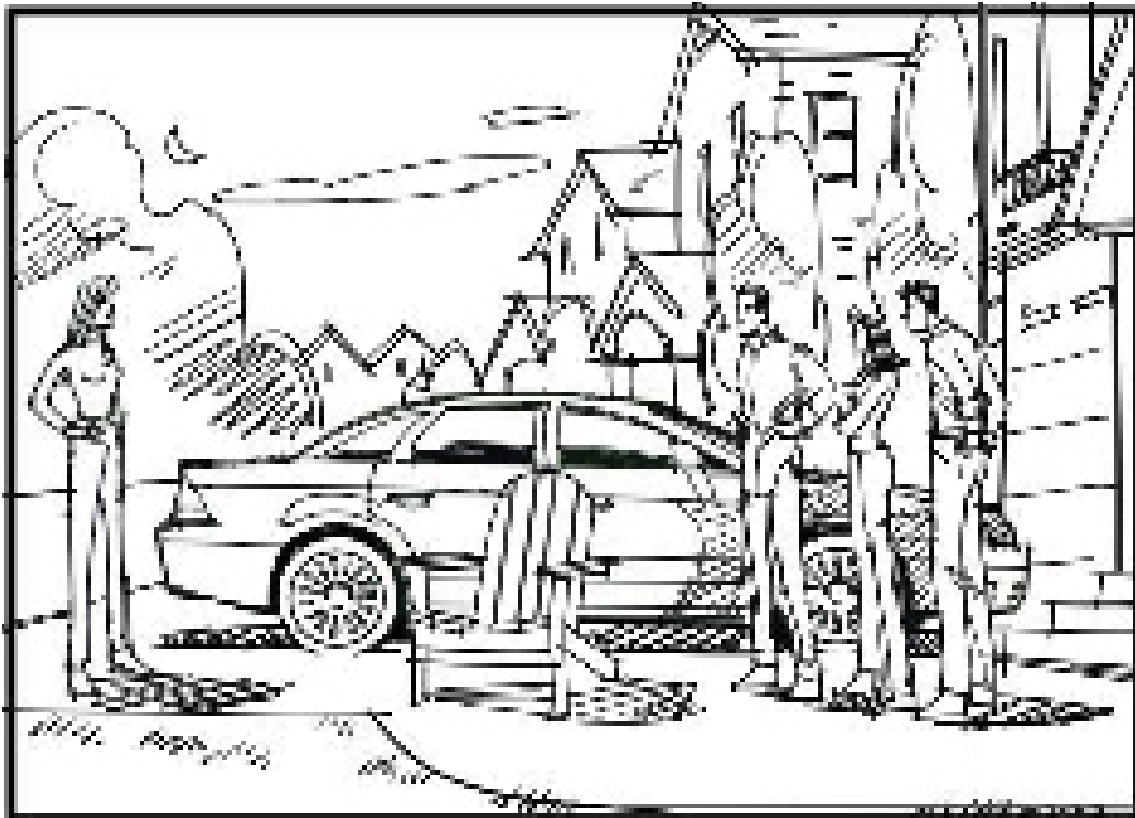


Montego 3rd Moment
Second Frame:

Rotation Con'd



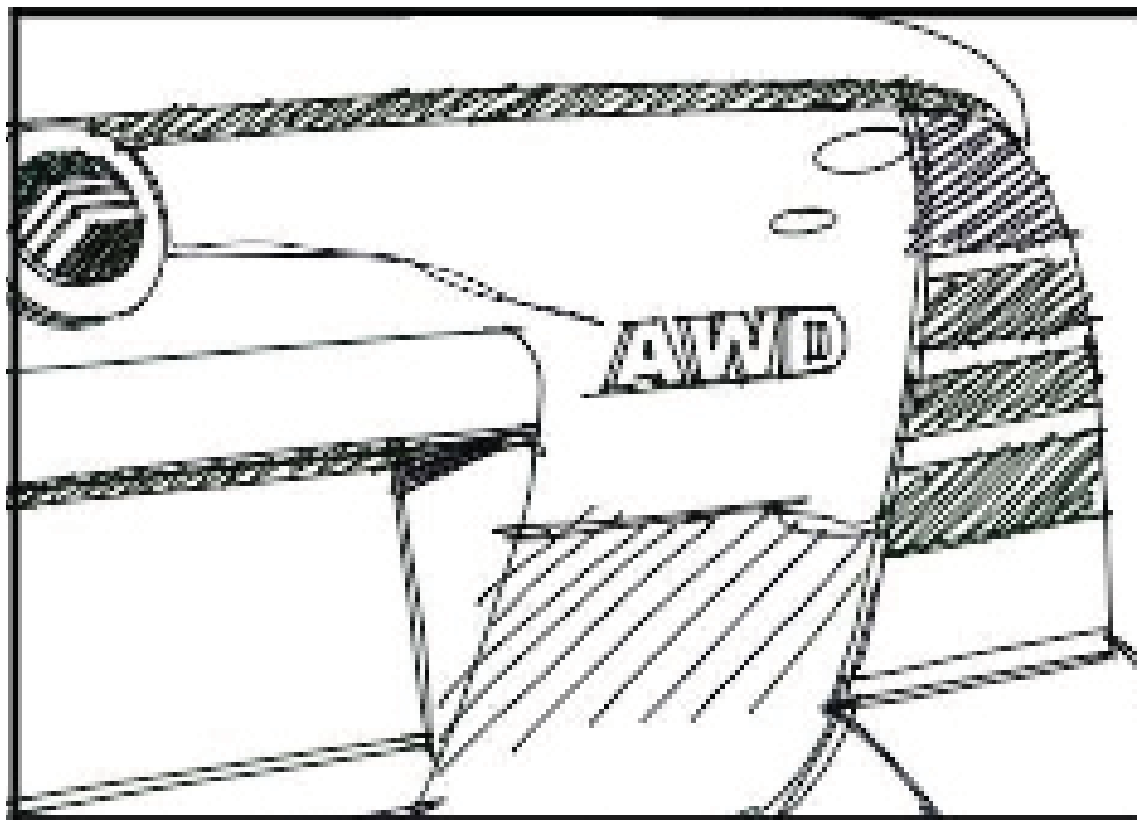
MERCURY MONTEGO LOOK BOOK
"Unexpected"



Montego 3rd Moment

Third Frame:

180° SHOT – The user spins the scene 180° to move behind the group of friends. At this point, the user discovers the saleslady is walking towards the man and his friends, and they're actually greeting her.



Montego 3rd Moment
Feature Zoom Example:

FEATURE HIGHLIGHTS:

- AWD
- Moonroof
- Color, Lighting Package

MODEL:

- Women's Shirt
- Women's Jacket
- Drink Glasses
- Shoes